



3 NUTRITION SERVICES

Effective: 12/1/95

**3.32 Nutrition Education: Secondary Nutrition
Education Contacts**

Revised: 4/1/03

POLICY: All participants must be offered relevant nutrition contact(s) at the required rates during their certification period. These contacts, called “secondary contacts” or “mid-certification contacts,” must be based on the participant’s nutritional needs (i.e., risks, anticipatory guidance needs, or the concerns of the participant/caregiver) identified at certification, be conducted on a day other than the certification day, and consist of verbal communication between qualified staff and the participant. All contacts must be positive and stress the benefits of nutrition and, as appropriate, physical activity. Coordination with other programs/services for the provision of contacts (see Policy 3.33) and nutrition education provided directly to children are encouraged. Relevant contacts must be documented.

PROCEDURE:

A. TYPES OF SECONDARY NUTRITION CONTACTS

1. **Individual Contacts:** Individual Contacts are one-to-one counseling sessions done most frequently for pregnant women, infants at Infant Updates, and participants with “high risk” risk factors. The components of the contacts are: assessment, follow-up on behavioral objective(s) determined at the last visit, determination of new behavioral objective(s), and provision of counseling/anticipatory guidance and referrals. It may also be necessary to assess the appropriateness of the food package. The “WIC Certification and Secondary Nutrition Education Guidelines” (revision pending) provides information on required and recommended components of individual contacts.
2. **Group Contacts:** Group Contacts are facilitated small group interactive sessions or discussion groups. Lesson plans must be on file (for at least 3 years) and must include the title, target audience, objective(s) or goal(s), materials and equipment needed, content/teaching outline (with methods/activities) and evaluation method(s).
3. **Interactive Displays:** Interactive Displays consist of an informational display with staff interaction, including an activity that a participant completes. Participants are scheduled for interactive displays based on nutrition needs identified at their certification. Lesson plans must be on file (for at least 3 years) and must include the title, target audience, objective(s) or goal(s), materials and equipment needed, content/teaching outline (with methods/activities) and evaluation method(s).



4. **Contacts for Children:** Contacts for Children (and their parents/caregivers) are individual or small (5-10 people) group sessions during which children receive education on nutrition and fitness through games, videos, puppets, and children's literature. At the session, the educator focuses on nutrition feeding skills, physical activity habits, and other parenting issues for caregivers. Group lesson plans must be on file (for at least 3 years) and must include the title, target audience, objective(s) or goal(s), materials and equipment, content/teaching outline (with methods/activities) and evaluation method(s).
5. **Telephone contacts:** One-to-one verbal contacts that may apply to the secondary nutrition education requirements when both of the conditions below (a and b) are met. Telephone calls should not be used routinely for the provision of nutrition education, but instead can supplement in-person nutrition education and counseling.
 - a) The participant missed their scheduled secondary nutrition education contact for staff reasons (e.g., no nutrition staff due to illness) or participant reasons (e.g., illness, imminent childbirth, transportation difficulties, inclement weather, or unable to come in to WIC due to work schedule, appointment conflicts, or family obligations) and the visit cannot be rescheduled OR the participant initiates the call and the conversation evolves into nutrition education. In these situations, drafts may be mailed.
 - b) The content of the conversation is based on the participant's nutritional needs identified at the last contact (certification or other previous secondary nutrition education contact), counseling is provided, referrals are provided as appropriate, and the content of the contact and reason for provision by telephone are documented in the participant's file.
6. **Community-Based Activities.** Community-Based Activities are those conducted in the community, with a population broader than but including WIC participants. Such activities may apply to the WIC secondary nutrition education requirement if the content/message addresses the participant's nutritional needs identified at their last contact (certification or other previous secondary nutrition education contact) and verbal interaction was included to provide an opportunity for questions/answers. Lesson plans must be on file (for at least 3 years) and must include the title, target audience, objective(s) or goal(s), materials and equipment needed, content/teaching outline (with methods/activities) and evaluation method(s).
7. **Computer or Internet-Based Activities.** Computer or Internet-based activities utilize the computer or the Internet as a vehicle to deliver secondary nutrition education to participants. Examples of computer-based activities include the use



of interactive nutrition software on computers or computer kiosks that use touch screen technology. Internet-based activities include the use of nutrition education learning modules that can be accessed by WIC participants through an Internet connection from their home, work, library, WIC clinic, etc. Computer or Internet-based activities that may apply to the secondary nutrition education requirements for participants must have the following features:

- a) Only for non-high risk participants (participants that have no “high-risk” risk factors).
 - b) Appropriate for the participant’s nutrition risk/needs (“needs” includes anticipatory guidance such as infant feeding, weight gain during pregnancy, etc.).
 - c) Interactive, which assesses the participant’s understanding to the topic and opportunity to clarify doubts and questions so that the participant gains the correct information.
 - d) Provision for documentation of the activity.
 - e) Should be cost-effective and the nutrition education lessons should be easily changeable and adaptable.
8. Other. Projects may propose to provide other types of contacts. A proposal, which includes the methodologies, must be approved by a State WIC Office nutrition consultant, who will forward the proposal to USDA for their approval, prior to implementation.

B. PROJECT PLANNING OF CONTACTS

1. Contacts must be offered at required rates (see Part C).
2. Given the diversity of participant needs and learning styles, it is necessary to provide a variety of contacts during each month. See Part A. Projects should plan their secondary nutrition education services based on needs of the participants, numbers of participants for whom individual contacts are to be offered, staffing, coordination with other programs for the provision of nutrition education, and numbers of draft issuances held at various sites.
3. Group sessions and other contacts (e.g., interactive displays) must be planned at least six months in advance (on an on-going basis). A variety of topics is needed so that individual participant needs can be addressed. Special efforts should be made to educate parents/caregivers and their children about nutrition and fitness with the goal of preventing or lowering rates of overweight/obesity.
4. Coordination with other programs/services for the provision of individual nutrition counseling and for group or other types of nutrition education (e.g., interactive displays) is recommended. When group or other contacts are to be



provided by another agency/community presenter, the WIC Project Nutritionist or other WIC RD and the other presenter should discuss content, methods, etc. in order to assure that the contact addresses the participants' needs (within the goals of each program/service). See Policy 3.33.

5. Procedures to encourage participation include reminder telephone calls, placing the participant on monthly draft issuance, making notes in the ID folder, decreasing the number of allowed proxies, and coordinating with other appointments that the participant may have in the agency.

C. RATES FOR SCHEDULING CONTACTS

1. At-risk pregnant women must be offered at least one secondary individual nutrition contact and high-risk pregnant women must be offered at least two secondary individual nutrition contacts, even if enrolled late in their pregnancy. Coordination with other programs/services (e.g., Prenatal Care Coordination, HealthCheck) is recommended (see Policy 3.33). Contacts may be done in small groups if it is possible to schedule participants and address their individual needs.
2. Infants certified at less than six months of age must be offered secondary nutrition education at a quarterly rate, but not necessarily occurring in each quarter. (This includes the Infant Update and 2 other contacts; see Policy 3.34.)
3. Infants certified at age six months or more, children, breastfeeding women, and postpartum nonbreastfeeding women must be offered at least one secondary nutrition education contact during each certification period. Most participants with "high risk" risk factors are seen individually; most with "at risk" risk factors are scheduled for group contacts or interactive displays.
4. Note: Pregnant women who are undecided or interested in breastfeeding must be offered at least one secondary breastfeeding contact. This may be done in conjunction with a secondary nutrition education contact. After delivery, breastfeeding women are to be offered support (though not necessarily by WIC). (See Policy 3.40.) Breastfeeding promotion and support contacts do not "count" as nutrition contacts unless the contact addresses the woman's nutritional needs as well.

D. SCHEDULING PARTICIPANTS

1. Scheduling of secondary contacts occurs at certification appointments and, if applicable, at secondary contacts when a subsequent secondary contact is to be conducted. Most contacts are conducted at draft issuance. However, an individual or family may pick up drafts up to 30 days early to facilitate attendance



at an appropriate group session or interactive display, or to coordinate with other services, e.g., immunization clinics, Prenatal Care Coordination, HealthCheck.

2. Contacts for which a participant is scheduled must address nutritional needs identified at their certification. When there are multiple family members, the CPA must use professional judgment in addressing the individual's and family's needs. For example, it may be more feasible to schedule a family for an individual contact in order to address a variety of needs, or conversely, if the individuals' needs are similar and related more to general nutrition, it may be more feasible to schedule the mother for a group session or interactive display on a general nutrition topic, e.g., snacks, etc.
3. Contacts for children and their parents/caregivers involves scheduling and encouraging parents to bring their 3-4 year old children for enjoyable, child-centered learning activities.

E. MISSED CONTACTS

1. At least one attempt must be made to reschedule pregnant women and Priority 1A, 3A, 4A, or 5A participants who were scheduled for individual contacts.
2. At least one attempt must be made to reschedule infants who miss their Infant Update.
3. At least one attempt is recommended to reschedule other participants.
4. For those above who cannot be rescheduled, telephone contacts may be provided.

F. REFUSAL TO PARTICIPATE

1. Refusal to participate in scheduled secondary nutrition education must be documented in the participant's file. (No entries in the ADP system or no other indication in the notes in the participant's file means that the participant failed to attend and should have been rescheduled.)

G. DOCUMENTATION

1. Individual Contacts: Document relevant individual contacts on the Risk Factor/Flow Sheet (or other project form that has been approved by the Regional Office Nutrition Consultant) and in the ADP system. At a minimum, documentation on the Risk Factor/Flow Sheet (or other approved form) must include:
 - a) date and initials of staff providing the contact



- b) results of any assessment (e.g., problems, anticipatory guidance needs, follow-through on referrals)
 - c) any additional pertinent information
 - d) counseling provided
 - e) behavioral objectives for the next visit
 - f) handouts given and referrals made
 - g) scheduling of next contact, as needed
- 2. Group Sessions, Interactive Displays, or Community-based Activities: Document participation in relevant contacts (relevant to the participant's risk, anticipatory guidance needs, or status) in the participant's file or in a master file (e.g., list of attendees for particular sessions/activities) and in the ADP system. If multiple topics are offered on one day, the local WIC project needs to develop a method for tracking the particular session a participant attended, e.g., use the Use Codes on the print Draft Tracking screen in the ADP system to identify the session topic.
- 3. Telephone Contacts, Computer-based or Internet-based activities: Document telephone contacts, computer-based and Internet-based activities in the participant's file and in the ADP system.
- 4. Rescheduling attempts: Document per project policy or protocol.

H. TOPICS/CONTACTS THAT ARE NOT SECONDARY NUTRITION EDUCATION

- 1. Contacts that do not apply to the participant's risk factors, status, or their own anticipatory guidance needs (e.g., a session on infant feeding for a pregnant woman – which may be good timing and effective for infant outcomes, but does not apply to the woman or to a child).
- 2. Contacts for pregnant women that occur after delivery (though she is still on the WIC system in “pregnant” status).
- 3. Contacts for newborn infants that occur before the certification process is completed. (Neither the anticipatory guidance provided to a new mother at an infant enrollment, nor the counseling provided when the infant certification is completed up to six weeks later is considered a secondary education contact.)
- 4. Breastfeeding support contacts are not considered secondary nutrition education contacts unless the contact also focuses on identified nutrition needs.
- 5. Contacts that are health-related, such as group sessions on quitting smoking, immunizations, etc.



I. PROXIES

Proxies are expected to participate in scheduled secondary nutrition education and relay information to the participant/caregiver.

J. RETENTION OF LESSON PLANS

Schedules of nutrition group sessions and other contacts (e.g., interactive displays) that have been conducted, names and titles of persons who conducted the sessions, sites where the sessions were offered (if different at various issuance sites), the lesson plans or summaries, and evaluation results must be maintained for three full fiscal years so there is a trackable record of sessions participants attended.

NOTES:

Available resources:

- Nutrition Education on the Internet program materials (including an Information Fact Sheet) are available from the State WIC Office.
- Nutritionist Orientation Manual, Wisconsin WIC Program, Revised 2002.
- Nutrition Comes Alive! Revitalizing Nutrition Education Manual, Wisconsin WIC Program, 2001. Distributed to all WIC Projects in 2001.
- Developing a Learning Community: A Professional Development Program for Educators Who Teach Nutrition to Adults. UW-Extension (videotape and print materials), 1990 (distributed by Regional Office Nutrition Consultants to Projects in 1996).
- Videotapes distributed to local WIC projects (see Policy 3.36).
- The Wisconsin WIC Group Nutrition Education Resource Guide contains scheduling suggestions, speaker suggestions, 35 lesson plans, and recommended resources and references. Projects may use this Guide or develop their own lesson plans. Distributed to Projects in 1991. (If a Project does not have one, borrow from the Regional Office or another Project).
- Kidfit – Nutrition and Fitness Program Lesson Plans (obtained from the Illinois WIC Program). (Can request copies of lesson plans from State WIC Office).
- Nutrition Education: The Facilitated Way (video). WIC Program/New Mexico Department of Health. (Can borrow from State WIC Office).